



Visual content creator

# Visual content creator

<b>Role:</b>	Visual content creator		
<b>Type:</b>	Full-time	<b>Location:</b>	Leominster (hybrid)
<b>Contract:</b>	Permanent	<b>Travel:</b>	UK only

Pinstone, is an established and professional award-winning PR and marketing agency specialising in the food, farming, and environment sectors.

We are looking for a creative professional with a passion for visual storytelling, with the skills to produce compelling multimedia content that resonates with audiences.

## About us

At Pinstone, we work with organisations that shape the living landscape, helping them increase their share of voice and position themselves as industry thought leaders.

Our services span PR, media, social and digital, and content marketing. We pride ourselves on forging long-term client relationships and delivering campaigns that achieve meaningful results.

Our B Corp accreditation highlights our commitment to people, planet, and profit, and in a recent employee survey, 100% of employees said Pinstone was a great place to work.

## The role

As a visual content creator, you will be instrumental in crafting high-quality visual content that supports our clients' communication strategies.

Your work will encompass a variety of formats, including photography, videography, graphic design, and animation, to effectively convey messages across multiple platforms.

Reporting to an account director, you will work across the breadth of Pinstone's client portfolio.

## Key responsibilities:

- **Content production:** Plan, capture, and edit engaging visual content tailored to client needs.
- **Collaboration:** Work closely with our PR and digital teams to develop content that aligns with strategic objectives.



Visual content creator

- **Social media:** Create visually appealing assets optimised for social media platforms to enhance engagement.
- **Innovation:** Stay abreast of industry trends and incorporate new techniques to keep our content fresh and impactful.
- **Brand consistency:** Ensure all visual content adheres to brand guidelines and maintains a consistent look and feel.

#### Skills:

- **Experience:** Demonstrated experience in visual content creation, including photography, videography, and graphic design
- **Technical skills:** Proficiency in Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator) or similar tools.
- **Creativity:** A strong visual eye and the ability to translate technical concepts into compelling visual narratives.
- **Adaptability:** Ability to manage multiple projects simultaneously and adjust to changing priorities.
- **Sector knowledge:** Familiarity with the agricultural, food, or environmental sectors is advantageous but not essential.

#### What we offer

- **Annual leave:** 26 days plus Bank Holidays, with an additional day for each year of service (capped at 33 days). Enforced Christmas closure shutdown.
- **Professional development:** Commitment to 52 hours of learning and development annually, supported by a generous training budget.
- **Private health care:** Provided by AXA.
- **Hybrid working:** A mix of office and remote work to support work-life balance.
- **Pinstone culture:** A vibrant office atmosphere with annual off-site social events and a supportive team culture.

#### Why Pinstone?

At Pinstone, you'll be part of a dynamic, ambitious, and purpose-driven agency. Our B Corp accreditation highlights our commitment to social and environmental responsibility. We provide structured career development, ensuring our team grows professionally and thrives in a supportive environment.

This is an exciting opportunity to shape a creative role at Pinstone, working with some of the most influential brands in the sector.

#### How to apply



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If you are ready to make a significant impact through visual storytelling and contribute to the success of our clients, please send your CV and a cover letter to [helen@pinstone.co.uk](mailto:helen@pinstone.co.uk)